HILTON WORLDWIDE

MPS

Meeting Planner Survey – Manual Upload Process

April 2015

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Overview

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Overview, Benefits & Cost

Overview:

- The Meeting Planner Survey Program (MPS) is a survey application that gathers meeting planner feedback about the meetings and events process from sales through to final billing
- MPS is global and offered in 15 languages and provides 24-hour access and real-time reporting of satisfaction to improve future experiences for group leaders and event planners

Benefits:

- Determine drivers of satisfaction
- Identify strengths and opportunities
- Measure the impact of new initiatives
- Recover service failures
- Motivate sales/catering/event managers

Annual Cost:

- $1.75 per room (Ex: 200 rooms = $350)
- Down 30% from 2013
- **Prorating offered*

Source: Meeting Planner Survey

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Enrollment & Set-Up

Enrollment:

- Fill out the enrollment form here: **Enrollment**
- Once submitted, you will receive an email confirmation within 3-5 business days
- If you are on the HWW Corporate DMPE Server, you will be automatically linked to Medallia (records will be pulled daily from DMPE to Medallia for invites to send out).
- If you are NOT on the Corporate DMPE Server and/or are a Franchise property, you will manually upload booking information through a separate site.

Manual Upload Account/User Name Creation:

- Please set up designated users here: **New Manual Upload User Set-Up**
- Each upload user you designate will receive an email with links to set up a password and access the upload site
- Confirmation email will be sent within 3-5 business days

Access MPS Reporting:

- All MPS users can access the reporting site through 'My Applications' – 'Meeting Planner Survey Reporting'. You will be able to see the status of surveys, reference materials (MPS Help Desk), and various views of the survey results (scores, responses, satisfaction trending, etc.)

Source: Meeting Planner Survey

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MPS is Global & Robust

Offered in 15 languages and questionnaire is 35-50 questions

Languages offered in Meeting Planner

- English
- Arabic
- Chinese Simplified
- Chinese Traditional
- English (UK)
- French (Canada)
- French (EU)
- German
- Hebrew
- Italian
- Japanese
- Portuguese (Brazil)
- Spanish (Americas)
- Spanish (EU)
- Turkish

Questionnaire

- Questionnaire is 35-50 questions
  - down 11.2% v. LY
- Key Performance Indicators:
  - Overall Loyalty
  - Overall Satisfaction
  - Likelihood to Return to Property
  - Likelihood to Recommend
  - Overall Value of Services
- M&E Question Buckets
  - Initial phase / pre-planning
  - Overall Staff
  - Reservations
  - Meeting Room Set-Up / Condition
  - Food & Beverage
  - Audio Visual and Staff
  - Internet Services and Staff
  - Additional Services
  - Billing

Source: Meeting Planner Survey

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Survey Methodology

Eight Survey Types sent to each planner determined by specific criteria

8 Survey Types and Criteria:

Survey Type	Booking Type	Max. Peak Rooms	*Revenues
1. Event	Catering	n/a	n/a
2. Large Meeting	Groups	50+	Yes
3. Small Meeting[1]		9-49	
4. Rooms Only		1+	No
5. Conference Cntr.[2]		n/a	n/a
6. Travel and Tour	Tour	10+	n/a
7. Wedding Reception	Wedding	n/a	n/a
8. Affiliate	Affiliate	n/a	n/a

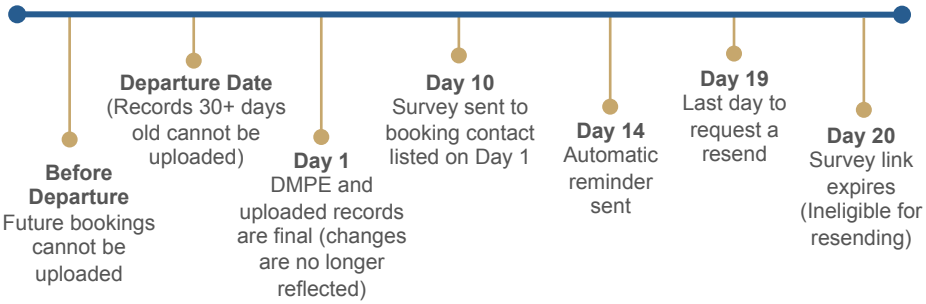
Symbols:
**Food, Beverage, Resource, Rental Revenues*

n/a Not a factor in determining survey type

[2] Events with Meeting Packages only

Distribution Timeline:

- Invitation Sent
  - 10 Days after departure date
- Reminder Sent
  - 4 days after first invitation sent
- Survey Expires
  - 10 days after first invitation


Before Departure
Future bookings cannot be uploaded
Departure Date
(Records 30+ days old cannot be uploaded)
Day 1
DMPE and uploaded records are final (changes are no longer reflected)
Day 10
Survey sent to booking contact listed on Day 1
Day 14
Automatic reminder sent
Day 19
Last day to request a resend
Day 20
Survey link expires (Ineligible for resending)

Methodology: Rating System: 10-Point Scale; Top 2 Box: Calculated by dividing all 9/10 ratings for a question by the total # answering it:

- Three key metric questions (Overall Satisfaction, Likelihood to Recommend, Likelihood to Return) make up Loyalty
- A score of "0" means the question has been rated, but no one has given it a 9 or a 10 (Top 2 Box)

Source: Meeting Planner Survey

April 2015

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Meeting Planner Survey- Tips and Tricks

Your Responsibilities:

Communicate with guests post-event
•Call or email to thank them
•Inform about the survey (arrival date and subject line)
•Let them know the importance of their feedback

Visit the reporting site through OnQ Insider's My Applications.

Monitor survey statuses
•Delivered: survey invitation sent
•Delivered/Reminded: incomplete after 4 days
•Completed: guest completed the survey
•Bounced: invalid email (no corrections allowed)
•Expired: incomplete after 10 days (no resending)

Use filters to segment data as needed
•Time Period (year-to-date, month-to-date, custom)
•Guest Segment (survey type, problem incidence)
•Score (rated specific questions, gave specific scores)
•Benchmark (same period year ago
•Calculation (%9-10, average, count, ratings)

Review detailed survey responses
Completed surveys and comments on responses tab

Turning Bookings into Surveys
Auto Upload properties: Bookings with a "Definite" status are pulled daily from Delphi Multiple Property Edition (DMPE) system

Manual Upload properties: Bookings are uploaded onto the upload site daily or weekly by 1-2 designated users at the property (survey results on a separate site)
•Options: 1) Excel template, 2) Web form (input bookings individually), 3) Delphi

Resource Information
See Reference Materials or email the Help Desk at: MeetingPlannerSurvey@hilton.com

Source: Meeting Planner Survey

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Manual Upload – Step By Step Process

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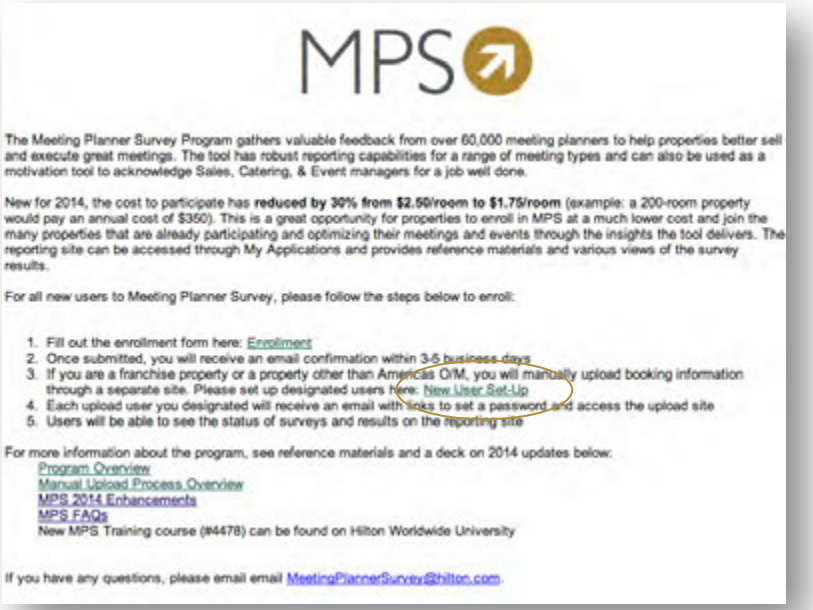
Manual Upload Set-Up

1. Get set up by clicking ‘New User Set-Up’ on our homepage or fill out the survey here:
   - New Manual Upload User Set-Up
   - MPS Website
2. Receive email confirmation & user log in credentials within 3-5 days
3. Log into the manual upload site: https://login4.medallia.com/hiltonmpupload/
4. Download Excel Template from “Reference Materials”



MPS

The Meeting Planner Survey Program gathers valuable feedback from over 60,000 meeting planners to help properties better sell and execute great meetings. The tool has robust reporting capabilities for a range of meeting types and can also be used as a motivation tool to acknowledge Sales, Catering, & Event managers for a job well done.

New for 2014, the cost to participate has **reduced by 30% from $2.50/room to $1.75/room** (example: a 200-room property would pay an annual cost of $350). This is a great opportunity for properties to enroll in MPS at a much lower cost and join the many properties that are already participating and optimizing their meetings and events through the insights the tool delivers. The reporting site can be accessed through My Applications and provides reference materials and various views of the survey results.

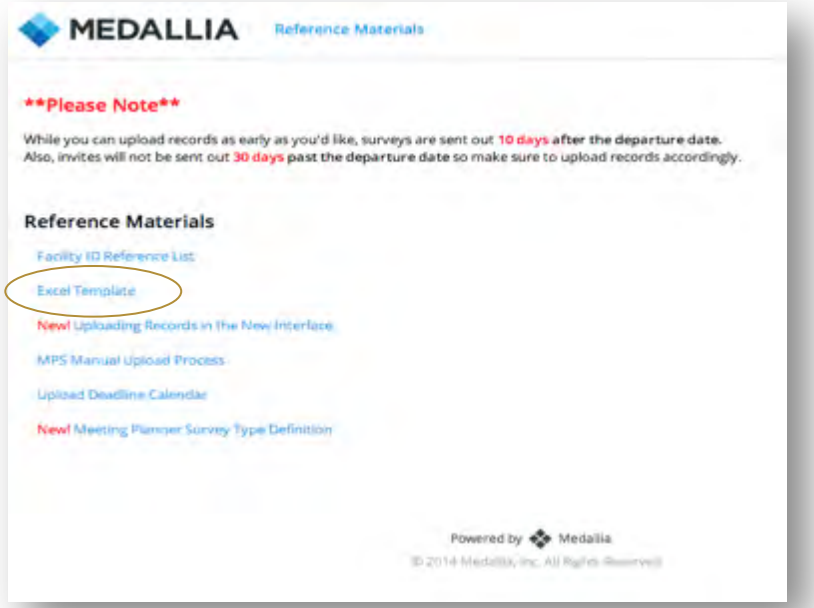
For all new users to Meeting Planner Survey, please follow the steps below to enroll:

1. Fill out the enrollment form here: Enrollment
2. Once submitted, you will receive an email confirmation within 3-5 business days
3. If you are a franchise property or a property other than Americas O/M, you will manually upload booking information through a separate site. Please set up designated users here: New User Set-Up
4. Each upload user you designated will receive an email with links to set a password and access the upload site
5. Users will be able to see the status of surveys and results on the reporting site

For more information about the program, see reference materials and a deck on 2014 updates below:

Program Overview
Manual Upload Process Overview
MPS 2014 Enhancements
MPS FAQs
New MPS Training course (#4478) can be found on Hilton Worldwide University

If you have any questions, please email email MeetingPlannerSurvey@hilton.com



MEDALLIA Reference Materials

Please Note

While you can upload records as early as you'd like, surveys are sent out 10 days after the departure date. Also, invites will not be sent out 30 days past the departure date so make sure to upload records accordingly.

Reference Materials

Facility ID Reference List
Excel Template
New! Uploading Records in the New Interface
MPS Manual Upload Process
Upload Deadline Calendar
New! Meeting Planner Survey Type Definition

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Source: Meeting Planner Survey

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Uploading Event Bookings from Excel Template

Meeting Planner Type*	Last name*	First name*	Account Name	Post As	Email Address*	Phone	Arrival date*	Departure date*	Service Mgr Full Name	Booked By	Catering Manager	Property (Facility ID)*	Survey Language
Large Meeting	Doe	John			jdoe@example.com		2/15/2012	2/16/2012				10056	English
Small Meeting	Smith	Ted			tsmith@example.com		3/2/2012	3/3/2012	Terry Jones			10056	German

Download from Reference Materials in the Manual Upload Site: https://login4.medallia.com/hiltonmpupload/

Required Fields (indicated by *)

- Meeting Planner Type
- Custom First Name
- Customer Last Name
- Customer Email Address → Must be correct *before* checkout - changes after checkout not reflected in the system
- Arrival Date → Must be in American standard format (mm/dd/yy)
- Departure Date → Must be in American standard format (mm/dd/yy)
- Property (Facility ID) → Property Code maps surveys back to your specific hotel (you can find this under property info in OnQ)
- Max Peak Room Nights

Optional Fields

- Account Name (Organization)
- Post As (Event Name)
- Customer Phone #
- Service Mgr (Event Manager)
- Booked by (Sales Manager)
- Catering Manager
- Survey Language

Source: Meeting Planner Survey

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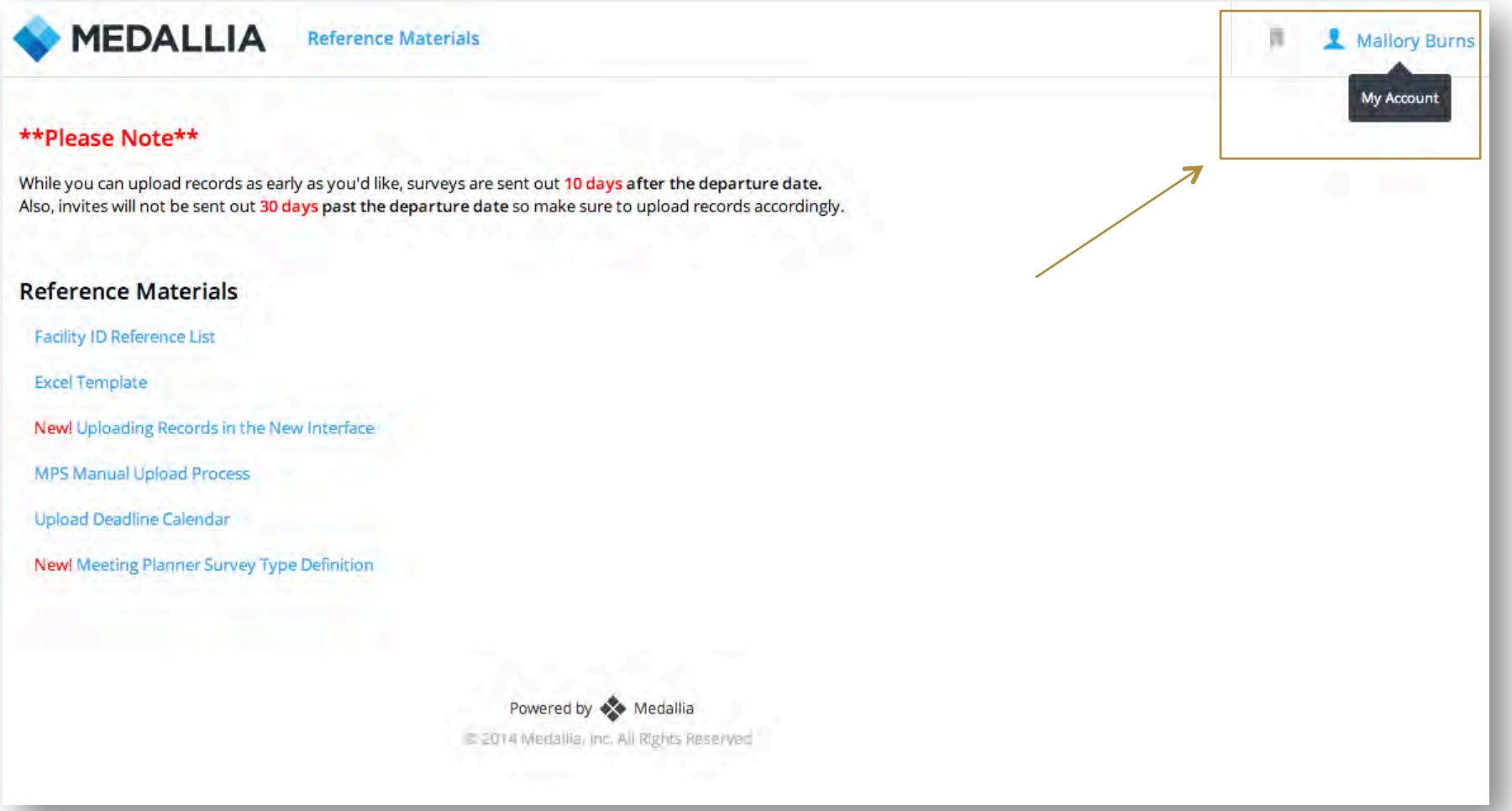
Manually Uploading Records

Step 1 - Click your Name


MEDALLIA
Reference Materials
Mallory Burns
My Account
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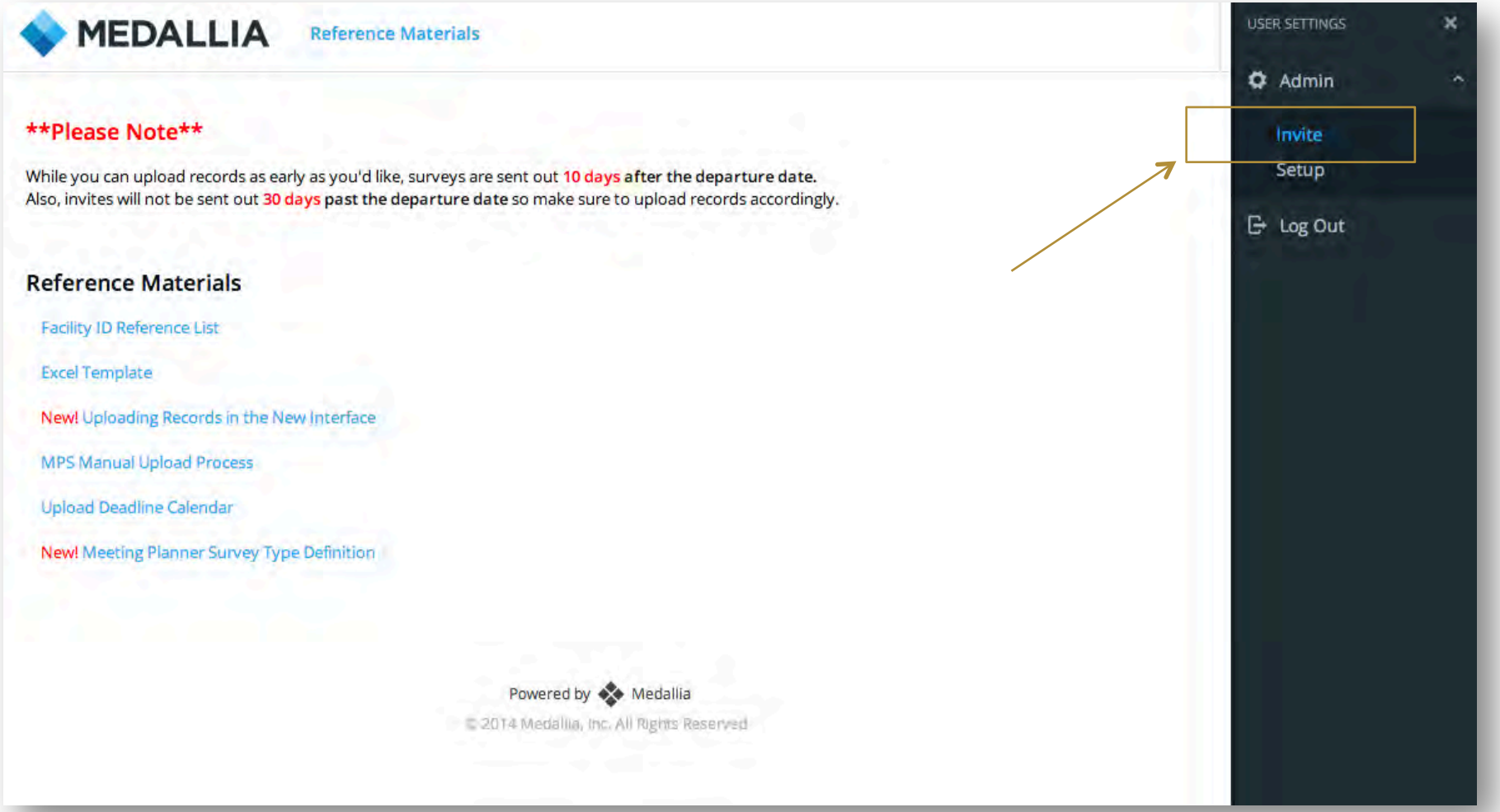
Step 2 – Choose “Invite” under your name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USER SETTINGS
Admin
Invite
Setup
Log Out

Source: Meeting Planner Survey

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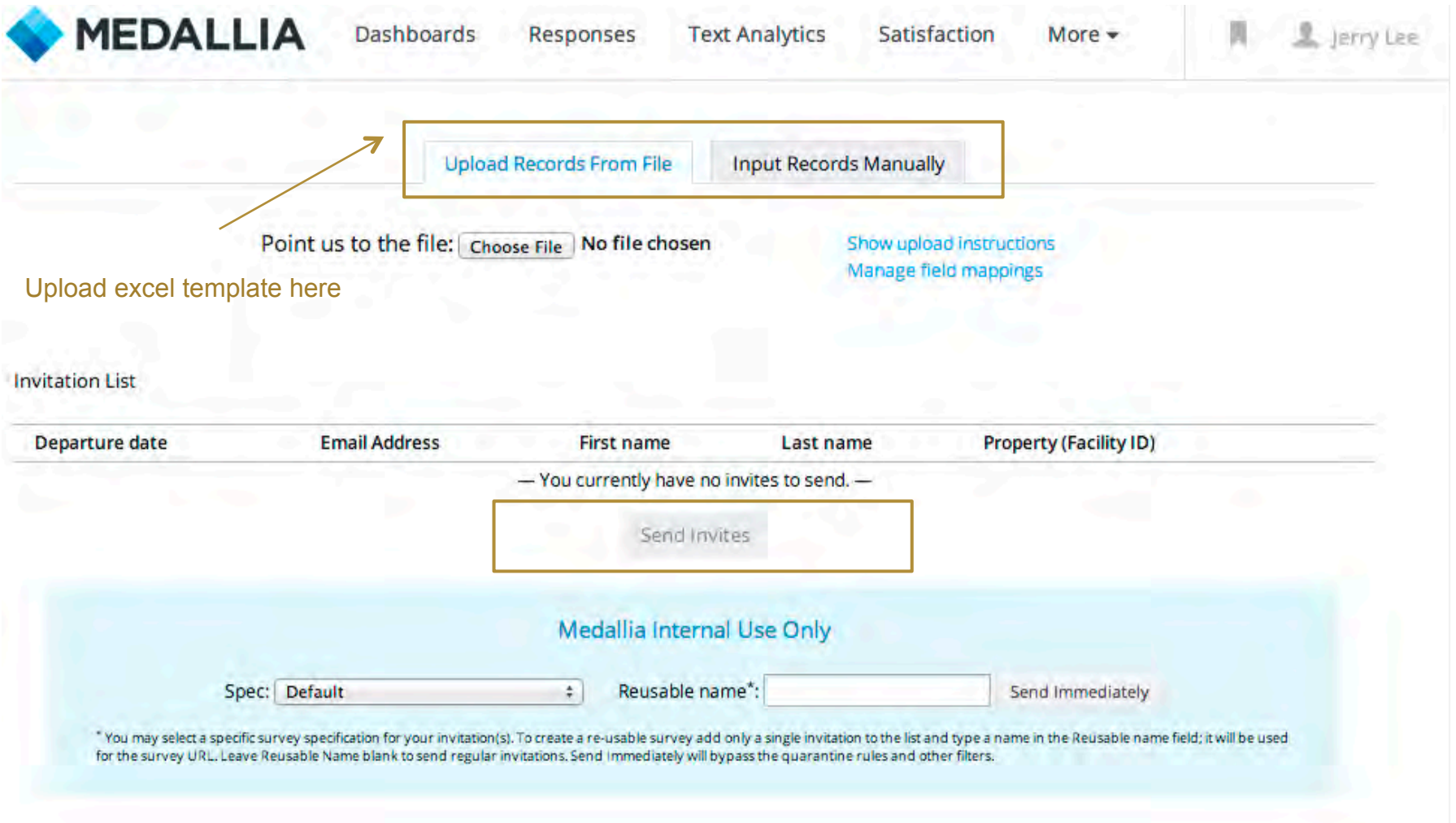
Step 3 – Upload or Input Records

*Note: Stay records with departure dates older than 30 days are **NOT** accepted by the system.*


MEDALLIA
Dashboards
Responses
Text Analytics
Satisfaction
More
Jerry Lee
Upload Records From File
Input Records Manually
Point us to the file:
Choose File
No file chosen
Show upload instructions
Manage field mappings
Upload excel template here
Invitation List
Departure date
Email Address
First name
Last name
Property (Facility ID)
— You currently have no invites to send. —
Send Invites
Medallia Internal Use Only
Spec:
Default
Reusable name*:
Send Immediately
* You may select a specific survey specification for your invitation(s). To create a re-usable survey add only a single invitation to the list and type a name in the Reusable name field; it will be used for the survey URL. Leave Reusable Name blank to send regular invitations. Send Immediately will bypass the quarantine rules and other filters.

Source: Meeting Planner Survey

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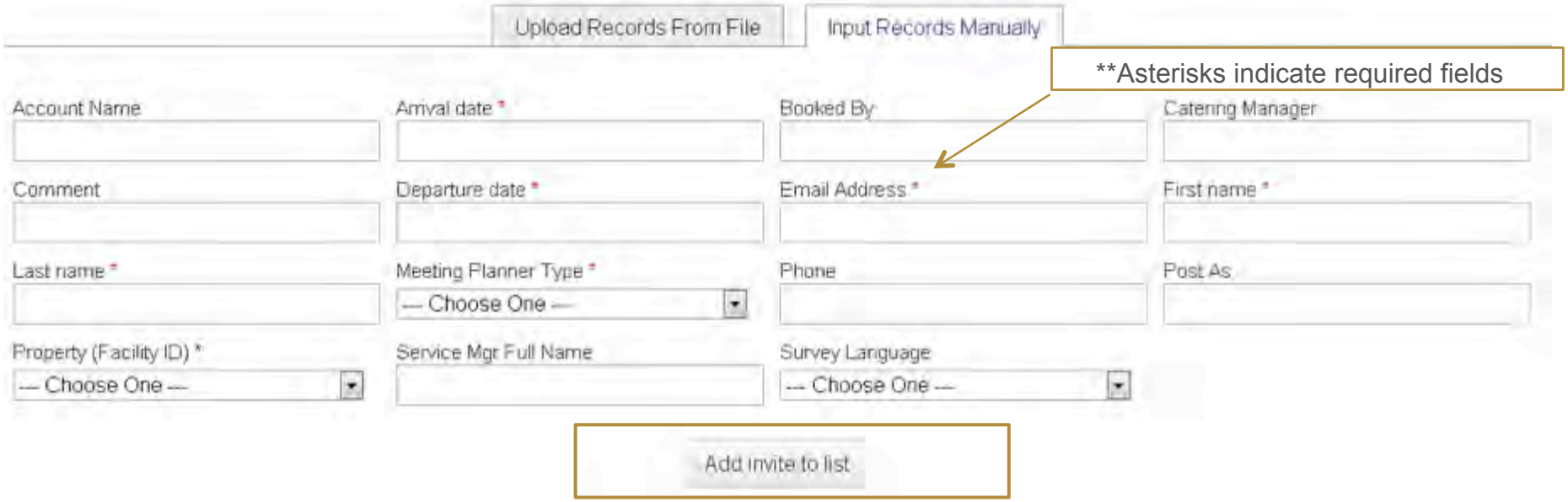
Uploading Bookings through Web Form

Two Upload Options



Click "Add Invite to List" and repeat steps 2-3 for remaining records

Source: Meeting Planner Survey

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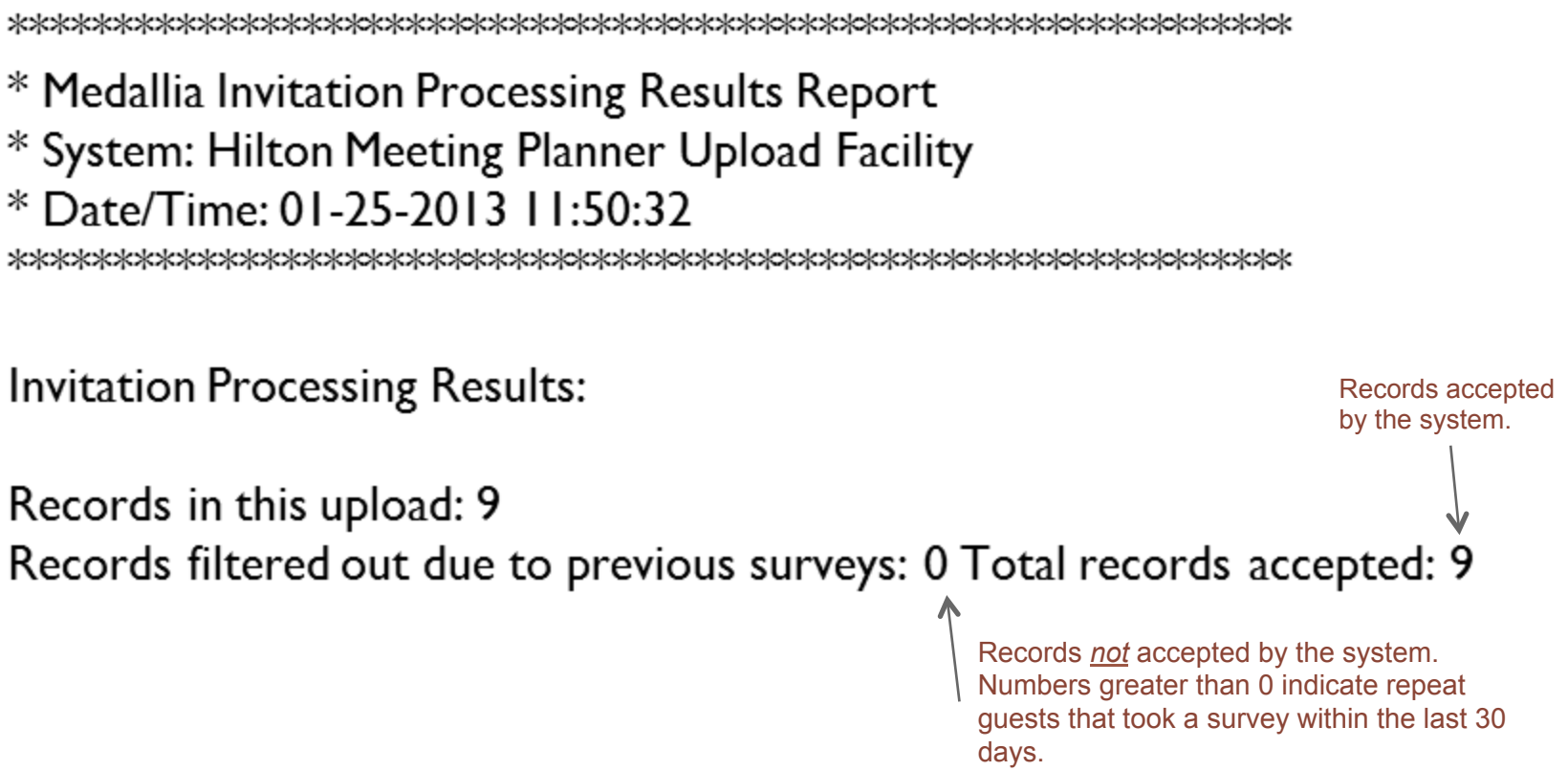
Confirming Uploaded Records

1. After submitting invites, an electronic receipt will be sent to the email linked to the upload user account.


****
* Medallia Invitation Processing Results Report
* System: Hilton Meeting Planner Upload Facility
* Date/Time: 01-25-2013 11:50:32
****
Invitation Processing Results:
Records in this upload: 9
Records filtered out due to previous surveys: 0 Total records accepted: 9
Records accepted by the system.
Records not accepted by the system. Numbers greater than 0 indicate repeat guests that took a survey within the last 30 days.

Source: Meeting Planner Survey

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Learn the ins and outs of MPS using our training deck here: MPS Training

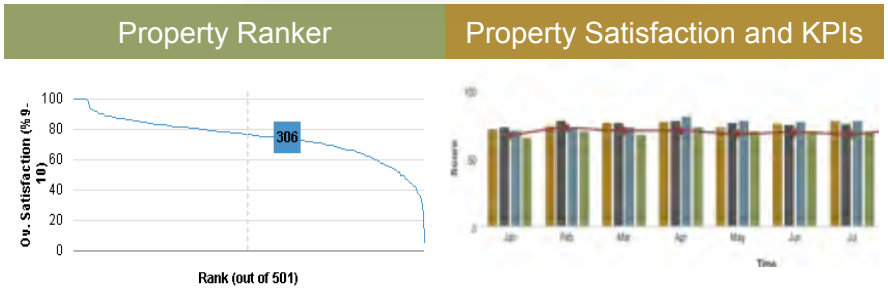
You will learn how to:

1. Turn Bookings into Surveys
   - Auto Upload Properties: Bookings with a “Definite” status are pulled daily from Delphi (DMPE) system
   - Manual Upload Properties: Bookings are uploaded onto the upload site daily or weekly by 1-2 designated users

2. Manually Upload
   - Get set up on our homepage: New User Manual Set-Up
   - Receive email confirmation & credentials to log in: https://login4.medallia.com/hiltonmpupload/
   - Download Excel Template from “Reference Materials

3. Navigate through the tool
   - Step by step instructions for each reporting tab

4. Use new reporting features
   - Utilize new enhanced reporting for deeper insights



Source: Meeting Planner Survey

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New STS Integration with Medallia to automate the MPS manual upload process for front line users

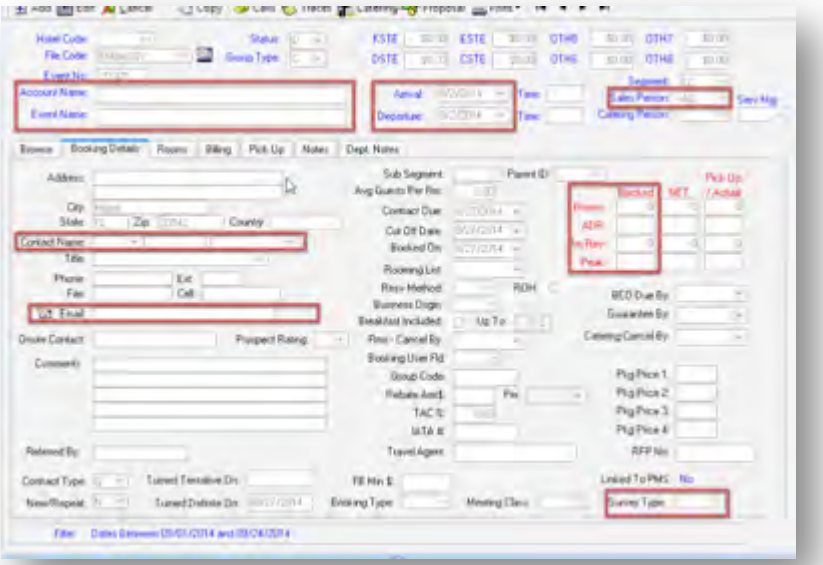
- In efforts to reduce complexity of data transfer between ***Simple Solutions (STS)*** and Medallia, we have integrated the two systems to automate the Meeting Planner Survey manual upload process for STS front line users.

- Properties currently on the Simple Solutions Sales Platform will have their booking information automatically uploaded to Medallia daily starting Jan. 1, 2015

- We are working on several more integrations in the new year to reduce complexity of data transfer between different sales systems and Medallia

Please note that when adding a booking in STS, you must choose the proper values for the following required fields for a survey to be generated:

Survey Type (*New Field	Sales Person
Account Name	Contact First Name
Event Name	Contact Last Name
Arrival Date	Peak Blocked Rooms
Departure Date	Email



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